

ADDITIONAL INFORMATION OPENING OF THE PARK AT NEW HOLLAND

OPENING PROGRAM

27 — 28

AUGUST

**OPENING OF THE
EXHIBITION**

"EXPERIENCES

OF THE IMAGINARY",

presented by Garage Museum of Contemporary Art,
as part of their grant program for emerging Russian artists

**PERFORMANCE BY THE
STREET ORCHESTRA
MOSBRASS**

(throughout the day)

**8:00 pm "SYMPHONIC
KINO"**

(songs by the legendary band Kino, performed
by a symphony orchestra, together with Yuri Kasparyan,
conducted by Igor Vdovin)

**10:00 pm LIGHT SHOW
AND
FIREWORKS
DISPLAY**

1:00 pm

**"THE DAY OF
THE BIG SHIP"**

a theatrical performance to mark

**THE GRAND OPENING
OF THE CHILDREN'S
PLAYGROUND,**

with the School of Young Captains and
P.T.H. Creative Manufacture

6:30 pm

**CONCERT BY
SBPCH,
BACKED BY A
CHILDREN'S
ORCHESTRA**



PARTICIPANTS IN THE OPENING PROGRAM

Garage Museum of Contemporary Art

Founded in 2008 by Daria Zhukova and Roman Abramovich, *Garage Museum of Contemporary Art* is the first philanthropic institution in Russia to create a comprehensive public mandate for contemporary art and culture. Providing opportunities for public dialogue and critical discourse as well as the production of new work and ideas, *Garage's* extensive program of exhibitions, events, education, research, and publishing reflects current developments in Russian and international culture. Central to these activities is *Garage's* collection, which is the only public archive in the country related to the development of Russian contemporary art from the 1950s through to the present.

Garage first opened as *Garage Center for Contemporary Culture*, taking up residence in Moscow's famous *Bakhmetevsky Bus Garage*, designed by Constructivist architect Konstantin Melnikov (which is how the institution got its name.) In 2012, *Garage* moved to *Gorky Park*, where it settled into a temporary building created by renowned architect Shigeru Ban. A year later, *Garage Museum's Education Center* opened up alongside the temporary building. On May 1, 2014, *Garage Center for Contemporary Culture* upgraded its status to *Garage Museum of Contemporary Art*.

On June 12, 2015, *Garage Museum* launched its first permanent building in *Gorky Park*, settling into the former *Vremena Goda* ["Four Seasons"] restaurant, a landmark of Soviet Modernism, built in 1968 and recently restored by Rem Koolhaas and OMA.

Contact for *Garage Museum* press office: pr@garagemca.org

MOSBRASS Street Orchestra (playing throughout the day on August 27-28)

MOSBRASS is a brass band consisting of two trumpets, three trombones, two saxophones, a tuba, a drum kit, congas and timbales. A driving force in brass-band culture in Russia, MOSBRASS are regulars at clubs and public spaces alike, performing everywhere from the *Usadba Jazz Festival* to the *Afisha Picnic*. Their music centers around dynamic and rowdy mixes of musical genres, from classical jazz with disco and techno, to drum'n'bass with latino and jungle.

SYMPHONIC KINO (August 27, 8:00 pm)

More than any other band, *Kino* has come to serve as a symbol for St Petersburg and its alternative history, its creative and rebellious spirit. The first orchestral arrangements to *Kino's* legendary songs were composed by Igor Vdovin in 2010 for the major festival "*20 Years Without Kino*." Vdovin's compositions were so warmly received by the audience that he decided to prepare a solo program, bringing in former band member Yuri Kasparyan, whose signature guitar is revered by music lovers. This is how "*Symphonic Kino*" got its start, as a project unlike any other in the history of Russian rock. The program was finally performed in full on the birthday of the late frontman, Viktor Tsoi, in a performance produced by the singer's son, Alexander Viktorovich Tsoi, who officially gave his approval to the project. For the concert at New Holland, Igor Vdovin himself will serve as the conductor for the symphony orchestra.

P.T.H. Creative Manufacture (August 28, 1:00 pm–6:00 pm)

P.T.H. Creative Manufacture is a collaboration between artists Zhenya Isaeva and Masha Nebesnaya, who have developed a following for their children's festivals and celebrations, as well as their illustrations, toys and short animation. *P.T.H.* has completed projects with theater director Andrey Moguchy and Vasily Barkhatov, and with the *Perm Academy of Theater*, but the founding principle of their practice remains work with children. Masha and Zhenya have devised a series of developmental workshops for children, including *Kkryak-2011*, *TPAMM-2011*, and joint projects with the *Anna Akhmatova Museum* and *New Holland*, for whom they oversaw the kid's program for the entirety of the "*Summer in New Holland*" series. Participants in their workshops picked up skills in the fine arts, animation and modeling, while also learning about history, geography, literature and film.

For *New Holland*'s grand opening, *P.T.H.* has prepared a special program, kicking off the children's playground with "*The Day of the Big Ship*", a theatrical show and series of workshops that will ensure the youngest visitors to the island feel like full-fledged sailors. Activities include learning a lot of interesting things about shipbuilding and navigation, trying one's hand at tying sailing knots, peering through telescopes and dancing the *Yablochko*, a popular sailor's dance.

SBPCh, backed by a children's orchestra (August 28, 8:00 pm)

SBPCh is an IDM band formed by Kirill Ivanov and the band *Yelochnyie igrushki* ["Christmas Decorations"] in 2007. The band has released six successful studio albums, winning multiple awards along the way (including *GQ*'s Musician of the Year, *Afisha*'s Album of the Year, the Artemy Troitsky's Steppenwolf Music Prize for Album of the Year, and nominations for the *Jagermeister Indie Awards* for Group of the Year and Single of the Year.) For their concert on *New Holland*, the band will play part of their set with backing from young musicians as well as a costumed performance, which will also feature children.

CSA (Ceremony Staging Agency)

For *New Holland Island* opening the *Ceremony Staging Agency* prepared a light show and fireworks. *CSA* produces grand-scale exhibition projects, facilitates major forums and conferences, develops events for international luxury brands and sports associations, and provides services for the creative development and production of special and visual effects. Partnership with the largest international companies and a wide circle of Western contractors, whose unwavering trust in the *CSA* has been built up over many years, is what allows the Agency to attract the best professionals, from creative directors and technical specialists to the leading production companies on the market. Among the Agency's clients are the opening and closing ceremonies of the Olympic and Paralympic games in Sochi.

KIOSKS:

The bakery franchise, **Volkonsky-Petersburg**, will open its own outpost on New Holland Island. Volkonsky has devised a special menu for this location with a series of offerings perfect for a picnic: sandwiches, soups, salads, baked goods and desserts. Particular care has been taken to ensure that everything is made from natural ingredients, without any preservatives, and baked or prepared right on site.

The Volkonsky franchise has been operating in Russia since 2005. It currently includes 45 bakeries in Moscow, St Petersburg, Kyiv and Nizhniy Novgorod.

Ferma Burgers and its creators, Fedor Tardatyan and Maksim Livsi, are known throughout the gastronomic worlds of Moscow and even New York, having risen to fame for their signature black burgers and barbecue brisket. In St Petersburg, they will launch their first permanent kiosk on New Holland Island. This will be followed in the future by a full-fledged café in The Bottle.

PARTICIPANTS IN THE BIG TENT BAZAAR:

Jack's Street

The stylish collaboration of Evgeny Khitrov, Evgeny Litvyak, and Hamlet Movsisyan, who have already produced two high-profile restaurants, *Vinnyi shkaf* ["The Wine Cellar"] and *Hamlet & Jacks*, which has already managed to scoop up all the most coveted awards from both capitals. The team's new project created for New Holland is called Jack's Street. Especially for the opening, the crew has whipped up a menu of Mexican tacos, with various fillings.

King-Pong

A longtime partner of New Holland, *King-Pong* is the best restaurant for quick and tasty Pan-Asian cuisine in St Petersburg. Noodles, rice dishes, Thai tom-yam, Indian curry or Vietnamese rolls all can be found at *King-Pong*.

Bekitzer

For a few days this summer, Ilya Bazarsky and Pavel Shteinluht's famously busy bar on Rubinstein will pay a visit to New Holland, where shaverma, sabiha, hummus and other Israeli delicacies will be on hand at the *Big Tent Bazaar* during the island's opening days.

Fjord

Fjord Bistro is a new project from the team behind Port Seafood. Its menu includes oysters, shrimp, fish and other seafood delights.

ABOUT THE PROJECT

In 2010, *Millhouse*, LLC, won the tender for the restoration and renovation of New Holland Island. To help determine the concept and creative direction of the island's development, Millhouse turned to the Iris Foundation, a non-commercial initiative for the support and advancement of contemporary culture and art launched by Daria Zhukova. This collaboration resulted in "New Holland: Cultural Urbanisation," a fresh approach to the restructuring and modernization of the territory, a monument of cultural and national historical significance. During the 9.5 months of the experimental summer programs on New Holland, the island received more than 700,000 visitors, of which 90% were residents of St Petersburg. Following the success of the seasonal programs, the project investors decided not to proceed with the original plan to clear the territory to construct a new building. Instead, they chose to organize a full-fledged city park, complete with a modern and convenient infrastructure, which each and every person could find his or her place. The island continues to host cultural programs as well as grand-scale civic initiatives. Future plans for the development of the territory include not only commercial enterprises, but also cultural and educational institutions, research laboratories, and exhibition spaces, whose programming will be overseen by emerging specialists. In August 2016, the first phase of the project launches. This includes the landscaping of park areas, featuring temporary pavilions along with a system of engineering solutions and networks necessary for the implementation of the project, as well as the public debut of the first restored buildings. Later on in 2016 and 2017, these buildings will be joined by *The Foundry*, *The Bottle* and *The Commandant's House*. For the very first time in the island's entire existence, the territory will be open to the public all year long, including the winter season.

MILLHOUSE

Millhouse offers asset management and investment services across a variety of sectors, including real estate, mining and metallurgy, energy, telecommunications, technology and sports. The company's real estate holdings in Moscow include the prestigious *Krylatsky Hills*, *Balchug Plaza* and *Four Winds*, as well as the *Skolkovo* golf course and the residential complex and business park, *Skolkovo Park*.

IRIS FOUNDATION

IRIS New Holland was established in 2011 as an arm of the *Iris Foundation*, a nonprofit organization dedicated to the support and advancement of contemporary culture. Founded by Daria Zhukova in 2008, the *Iris Foundation* has launched a number of successful projects and initiatives, both in Russia and abroad. Among the most notable of the foundation's projects are *Garage Museum of Contemporary Art* in Moscow and the magazine, *Garage*, which is based in Great Britain.

WEST 8

West 8 is an award-winning international bureau specializing in the fields of landscape architecture and urban planning. Founded in 1987, over the past three decades the bureau has established itself as a leading practice, with an international team of 70 architects, urban designers, landscape architects and industrial engineers. *West 8's* main office is located in Rotterdam, though the firm also maintains offices in Belgium, New York and Toronto. *West 8's* New York office was established after winning an international

design competition in 2006 for the design of *Governors Island Park* (a 172-acre island in the New York Harbor) and, in distinction from the Toronto office, handles primarily local projects.

LYUBOV LEONTIEVA (*Ludi Architects*)

The activities of the bureau Ludi architects range from architectural design, research into the field of organizing space, and the development of programs for the spaces and buildings of cultural and business complexes. Throughout its existence, the company has developed concepts for the improvement of a number of Russian cities, produced projects for public spaces, and collaborated with the leading museums in St Petersburg and other regions. Clients of *Ludi Architects* include the *State Museum of the History of St Petersburg*, the *State Museum of City Sculpture in St Petersburg*, the *Belarusian National Arts Museum*, the Moscow Administration, Saransk and Saratov. For New Holland, the bureau developed the interior design for the buildings and structures.

SERGEY BUKIN

Sergey Bukin graduated from the architecture department of St. Petersburg's Russian Academy of the Arts in 2004. From 2002 until 2009, he worked in the architecture studio of Sergey Shvedov, participating in projects including the Gelendzhik Airport and the next generation Lycée in Ust-Labinsk, as well as a series of private villas and country homes in Russia and abroad. Bukin served as the architect for the 2012 and 2013 editions of "*Summer in New Holland*." For the new park space, he produced the concept for the temporary pavilions.

PHOTOS





Symphonic Kino. Photo: Dmitry Strotz. 2015



SBPCh with a children's orchestra. Photo: Zhenya Anisimova. 2015



The Great kids day. Photo: Egor Rogalev. 2013



Mosbras at SEASONS festival. 2012



Day of useless knowledge, 2013. Photo: Egor Rogalev. 2013



Summer on New Holland, 2013. Photo: Egor Rogalev. 2013



Volkansky. Photo: Egor Rogalev. 2013



King-Pong. Photo: Egor Rogalev. 2013